Case Study
ARD.ZDF medienakademie

About

The non-profit educational institution ARD.ZDF medienakademie offers webinars and courses for continuing education in the media sector. From employees of the ARD, ZDF, Deutschlandradio and Deutsche Welle broadcasting stations to private individuals, anyone interested can choose from the large pool of open topics that range from personal skills and journalistic background knowledge to software training for audio and video production or IT training.

Olaf Schott, IT Subject Coordinator:

"Finding a platform that met the operational needs of 12 stations was a huge challenge.

The trainers got on very well and very quickly with AnyDesk.

Even participants who initially thought it made more sense to have the software on their own PC realized that AnyDesk was the better choice."

The Challenge

Special software for a controlled IT environment

Software trainings at ARD.ZDF medienakademie, for example for video editing software, usually take place in a special IT environment on-site in Nuremberg. In order to make these courses remotely accessible, all IT software and equipment had to be made available as well.

"We needed a solution that was okay from a data protection perspective and that could be operated with relatively little effort and without installation by participants," says Olaf Schott. The tool also had to meet the operational requirements of a total of 12 broadcasters and be easy to use for participants.

AnyDesk is easy to use and securely encrypted

With AnyDesk, the special IT environment within the academy can be made available to every participant, no matter where they are located. The deciding factor was AnyDesk's high security standards, especially the excellent end-to-end encryption. Latency is unparalleled, which is essential, especially for video editing.

The AnyDesk file is stored in the central learning management tool, where participants can easily download it - they don't have to prepare or install anything. AnyDesk blends in perfectly with their corporate branding thanks to the ability to customize the AnyDesk client. The ability to offer remote access to courses allows ARD.ZDF medienakademie to have flexible workshops and save their participants travelling time and costs.

With AnyDesk, the ARD.ZDF medienakademie has succeeded in making their courses mobile. Training can be offered from anywhere in Germany, while the PC with its powerful software remains in a secure IT environment.

Benefits

What makes AnyDesk a great solution for ARD.ZDF medienakademie?

Secure encryption ✔
so that courses stay confidential

Simple and intuitive ✔
Participants just download the file and get started

Flexible e-learning ✔
Course organization and participation from anywhere in the world

Low latency ✔
and a seamless performance

Facts & Figures

launched for
12
media houses

1,400
online courses

18,000
registered users

150,000
registrations in the first year